

# Brand guidelines



## Our logo. A symbol of a connected noded network.

The shape of our logo is based on an idea of combining the letters C and N in City Network and also C and C in our service City Cloud. From that original idea the symbol of making nodes connect as a network appeared.



# Our services. Based on the company logo with different colors.

Our two main services are City Cloud and City Sites. They live their two different lives and naturally they are branded in the same way as our company name. The only difference is the colors.

## **1. City Cloud logo**

Heavenly business blue

## **2. City Sites logo**

Friendly natural green

1.



2.



# Do's and don'ts. In a perfect world you would be able to use our logo in any way you'd like. We do however have some guidelines. ;)

Our logo can naturally be used in many different ways, but still we would like to clarify our idea of how to use it and how not to use it.

## 1. Regular logo

The gray area indicates the space to be used around the logo. Please keep this in mind at all times.

## 2. Black logo

To be used darker backgrounds.

## 3. Orange logo

To be used on colored backgrounds.

## 4. Color background

Do not use our regular logo on colored backgrounds.

## 5. Picture background

Use a boxed logo on a picture background. Ie. 01, 02 or 03.

## 6. Rotation

Please don't rotate our logo.

## 7. Effects

Do not add drop-shadow or other effects to our logo.



# Our typefaces. To be used for print and web.

## 1. **Titillium Semibold**

To be used for headings wherever possible. In other cases use Titillium Regular.

and when needed to highlight some words or sentences.

## 2. **Clear Sans Light**

This is our regular text typeface.

## 3. **Clear Sans Bold**

The bold version to be used for buttons, headlines smaller than 14pt



1.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
(.,&!@+-?0123456789)

2.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
(.,&!@+-?0123456789)

3.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
(.,&!@+-?0123456789)

**Our world in colors.** Colors makes a difference when to distinguish company and services.

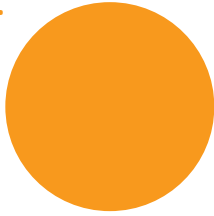
**1. Company and service colors**

Our main company color is orange.  
For our services City Cloud and City Sites we use blue and green.

**2. Complementary colors**

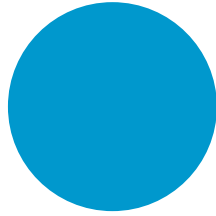
In combination with the main colors we use black and white.

1.



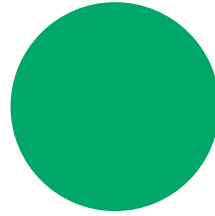
**Network Orange**

Pantone 1375c  
CMYK 0/47/100/0  
RGB 248/152/28  
HEX #FF9900



**Cloud Blue**

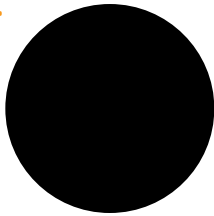
Pantone 801c  
CMYK 100/17/9/0  
RGB 0/151/204  
HEX #0099CC



**Sites Green**

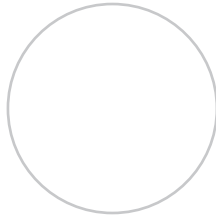
Pantone 3405c  
CMYK 100/0/83/0  
RGB 0/172/104  
HEX #00CC66

2.



**Black**

CMYK 0/0/0/100  
RGB 0/0/0  
HEX #000000



**White**

CMYK 0/0/0/0  
RGB 255/255/255  
HEX #FFFFFF

